ABSTRACT OF THE DISCLOSURE

When densities of C, M and Y colors for automatic density adjustment are measured, test patterns of R, G and B colors are printed on TA paper, and a fixing lamp throws lights that have bright line spectrums of R, G and B colors onto the test patterns and amounts of reflected lights of the test patterns of R, G and B colors are measured with a light-receiving sensor that is an HP sensor for determining a reference position of the TA paper. Then, the densities of C, M and Y colors are calculated according to the amounts of the reflected lights. The color production of the C, M and Y layers of the TA paper is adjusted so that the calculated densities of C, M and Y colors are target densities.